

AUG6/12 18.08
***** WFLA-TV *****

PROGRAM : TODAY SHOW
CON COM1 : TODAY SHOW

REP HEADLINE# 6265611
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG6/12 18.08
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$2,000.00	8/8	8/10	4		W-F	4
5			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$650.00	8/13	8/14	2		M-TU	2
6			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$2,000.00	8/8	8/10	3		W-F	3
7			1000A-500P PROGRAM : OLYMPICS DAYTIME CON COM1: OLYMPICS DAYTIME	30		\$700.00	8/8	8/10	9		W-F	9
8			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	8/13	8/14	3		M-TU	3
9			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$650.00	8/13	8/14	3		M-TU	3
10			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$850.00	8/13	8/14	4		M-TU	4
11			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$1,000.00	8/8	8/10	6		W-F	6
12			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$1,000.00	8/8	8/10	6		W-F	6

REP HEADLINE# 6265611
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG6/12 18.08
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$850.00	8/13	8/14	4		M-TU	4
14			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,000.00	8/8	8/10	6		W-F	6
15			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,000.00	8/13	8/14	4		M-TU	4
16			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$2,000.00	8/13	8/14	2		M-TU	2
17			730P-800P PROGRAM : OLYMPIC ZONE CON COM1: OLYMPIC ZONE	30		\$2,200.00	8/8	8/10	3		W-F	3
18			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,800.00	8/13	8/14	2		M-TU	2
19			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$800.00	8/13	8/14	2		M-TU	2
20			1200M-1230A PROGRAM : OLYMPIC NEWS CON COM1: OLYMPIC NEWS	30		\$2,600.00	8/8	8/10	6		W-F	6
21			1000A-600P PROGRAM : OLYMPIC WKND DAYTIME CON COM1: OLYMPIC WKND DAYTIME	30		\$7,500.00	8/11	8/11	1		SAT	1

REP HEADLINE# 6265611
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG6/12 18.08
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			600P-630P	30		\$900.00	8/11	8/11	1		SAT	1
PROGRAM : SAT 6P NEWS												
CON COM1: SAT 6P NEWS												
23			1200M-1230A	30		\$2,600.00	8/11	8/11	2		SAT	2
PROGRAM : OLYMPICS LATE NEWS												
CON COM1: OLYMPICS LATE NEWS												
24			1000A-600P	30		\$7,500.00	8/12	8/12	1		SUN	1
PROGRAM : OLYMPICS												
CON COM1: OLYMPICS												
25			600P-630P	30		\$1,000.00	8/12	8/12	2		SUN	2
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
26			1200M-1230A	30		\$2,600.00	8/12	8/12	2		SUN	2
PROGRAM : OLYMPICS LATE NEWS												
CON COM1: OLYMPICS LATE NEWS												
27			500A-1200N	30		\$1,000.00	8/12	8/12	4		SUN	4
PROGRAM : OLYMPICS WKND DAYTIME												
CON COM1: OLYMPICS WKND DAYTIME												
AUG/12 137625.00												CONTRACT TOTAL 137625.00
												TOTAL SPOTS 91

MARKET TOTALS \$507,615 WFLA 27% WFTS 26% WTSP 12% WTVT 28% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

American Rambler Productions
 138 Conant Street
 Beverly MA 01915

Mitt Romney/ Rnc/ R/ President/ US
 Submission Number 706 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ Rnc/ R/ President/ US	Submission Cost: 137625	Campaign Ref: E.120807024
Buyer:	Client/Product/Estimate: . / 19	Sales Rep: HRP Washington, DC
Schedule Dates: 08/06/12 to 08/19/12	Weeks: 2	Order Ref: 06265611
Est./PO Number: 06265611	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Romney / Rnc	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rate	Spot Type	08/06	08/13	Total	Cost
1	M-F 6a News MT.....	850	30 Comme	Nbr of Spots	2	2	1700
2	M-F 6a News ..WTF..	1000	30 Comme	Nbr of Spots	3	3	3000
3	M-F 7a Today Show MT.....	1400	30 Comme	Nbr of Spots	4	4	5600
4	M-F 7a Today Show ..WTF..	2000	30 Comme	Nbr of Spots	4	4	8000
5	M-F 9a Today Show II MT.....	650	30 Comme	Nbr of Spots	2	2	1300
6	M-F 9a Today Show II ..WTF..	2000	30 Comme	Nbr of Spots	3	3	6000
7	Olympics Summer Daytime ..WTF..	700	30 Comme	Nbr of Spots	9	9	6300
8	M-F 3p Doctors MT.....	425	30 Comme	Nbr of Spots	3	3	1275
Weekly Totals: Total Spots(Ord Spots)				59	32	91	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ Rnc/ R/ President/ US
Submission Number 706 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ Rnc/ R/ President/ US	Submission Cost: 137625	Campaign Ref: E.120807024
Buyer:	Client/Product/Estimate: / / 19	Sales Rep: HRP Washington, DC
Schedule Dates: 08/06/12 to 08/19/12	Weeks: 2	Order Ref: 06265611
Est./PO Number: 06265611	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	08/06	08/13	Total	Cost
9	M-F 4p Dr Oz MT.....	650	30 Comme		3	3	1950
10	M-F 5p News MT.....	850	30 Comme		4	4	3400
11	M-F 5p News ..WTF..	1000	30 Comme	6		6	6000
12	M-F 530p News ..WTF..	1000	30 Comme	6		6	6000
13	M-F 530p News MT.....	850	30 Comme		4	4	3400
14	M-F 6p News ..WTF..	2000	30 Comme	6		6	12000
15	M-F 6p News MT.....	2000	30 Comme		4	4	8000
16	M-F 7p News MT.....	2000	30 Comme		2	2	4000
17	Olympic Zone ..WTF..	2200	30 Comme	3		3	6600
18	M-Su 11p News MT.....	1800	30 Comme		2	2	3600
19	M-F 1135p ET / 1035p CT Tonight	800	30		2	2	1600
Weekly Totals: Total Spots(Ord Spots)				59	32	91	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ Rnc/ R/ President/ US
Submission Number 706 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ Rnc/ R/ President/ US	Submission Cost:	137625	Campaign Ref:	E:120807024
Buyer:		Client/Product/Estimate:	1. /19	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/06/12 to 08/19/12	Weeks:	2	Order Ref:	06265611
Est./PO Number:	06265611	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	08/06	08/13	Total	Cost
20	Show MT..... M-Su Late News Post Premium Event ..WTF..	2600	30 Comme	Nbr of Spots 6	6	15600	
21	Olympics Summer Daytime WKND Sa-SuS.	7500	30 Comme	Nbr of Spots 1	1	7500	
22	Sat 6p NewsS.	900	30 Comme	Nbr of Spots 1	1	900	
23	M-Su Late News Post Premium EventS.	2600	30 Comme	Nbr of Spots 2	2	5200	
24	Olympics Summer Daytime WKND Sa-SuS.	7500	30 Comme	Nbr of Spots 1	1	7500	
25	Sun 6p NewsS.	1000	30 Comme	Nbr of Spots 2	2	2000	
26	M-Su Late News Post Premium EventS.	2600	30 Comme	Nbr of Spots 2	2	5200	
27	Olympics Summer Morning WKND Sa-SuS.	1000	30 Comme	Nbr of Spots 4	4	4000	
Weekly Totals: Total Spots(Ord Spots)				59	32	91	

Grand Totals

Totals		Month 8 Weeks: 4	
		08/06	08/13
Spots	91	59	32
Cost	137,625	101,800	35,825

Grand Totals:

Spots:	91
Gross Total:	137,625.00
Commission:	20,643.75
Net Total:	116,981.25

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WFLA-Tampa	Date: 8/7/12
--	------------------------

I, Stephanie Kincaid,

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the Primary

election to be held on: _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
**see schedules for August 8-14					

Total Charges: **see schedules for August 8-14

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Anthony Parker

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/7/12

Date

B. Kimball

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title